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- Selection of Abstracts -



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G. CONTROVERSIES IN MASS MANIPULATION

1. FROM ARGEȘ, ROMÂNIA, AT THE CENTENARY, REGARDING THE TENSION OF GLOBALIZATION-NATIONALISM

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Abstract

A vast subject that can “explain” many of the processes of the contemporary world, many of its “diseases”, processes that have begun for many centuries, but which have been accelerated and worsened, in parallel by the technological revolutions. The third revolution, based on digitization, and the fourth, based on connectivity, have created tremendous possibilities of communication and manipulation. As expected, the exaggerations (cynically-interested) of globalization (“globalizers”) have produced contradictory, more explicit and articulate reactions, from the philosophical, cultural, political and civic level. Europe is not only a source of many related “theories” but also a “test laboratory” for many experiments - for many reasons, Romania is more vulnerable than other countries, but also helped by a stronger conservative tradition. In this presentation will be related to all these aspects, invoking different views, examples, recent publications, significant statements (in particular, the Paris Declaration of October 2017), leading to worried conclusions about the world of Europe (“ages “Human civilization?”), but more optimistic about the “perseverance of the Romanian people” (Eminescu).

Keywords: *centenary, globalization, manipulation.*

2. CONTROVERSIES OVER MEDIA MANIPULATION

Prof. PhD Mihail Orzeată¹

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Abstract

The role the media has had and has in relation to public opinion has led some authors to assign different names that symbolize this role. The best known names for the positive role of the media are “the fourth power in the state” and the “guard dog of democracy”. For his dual role in informing and manipulating the masses, some authors attributed it the surname of “power without counterparts”. For the same type of role played by television, it was called “the paradise of disinformation.” The emergence and development of the Internet has facilitated the proliferation of social networks and, implicitly, methods of influencing the masses. As a consequence, the internet is called by an expert in the misinformation and also the “Olimp”, “Walhalla” and “The Elysian Fields” of manipulation. Given the continuous bombardment of human individuals and communities with false, counterfeit and partially true news, another expert in the field asserts unequivocally: “The absence of manipulation is impossible.”

Keywords: *manipulation, media, television.*

3. TECHNIQUES OF MANIPULATION IN THE GREEK-ROMAN ANCIENT LITERATURE

Assoc. Prof. PhD Theodor Georgescu¹

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Abstract

Manipulation is not an invention of modernity. Its techniques have been developed and applied since ancient Greek-Roman antiquity. It is more difficult today to reconstitute the way in which Greek or Romanian politicians manipulated the masses using the public discourse. However, it is within reach to analyze the way literary authors have influenced the audience to get them to act or think in a certain way. Their influence on the masses was greater than we could imagine today, for literary production (theater, history, poetry, etc.) was presented to the public directly on stage, thus having an immediate effect. We therefore propose in this communication how the authors, such as Aristophanes or Thucydides, in the Greek world, or Cicero and Vergilius, in the Roman one, "manipulated" their public with direct effects on the politics of the time. Such analysis would be useful today, because we could find that (and) in this field the modern age has invented almost nothing new.

Keywords: *Greek-Roman antiquity, manipulation.*

4. SOME LANDMARKS FOR UNDERSTANDING THE MECHANISMS OF PERSUASION AND MANIPULATION

Prof. PhD Ion Ionescu¹

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Abstract

Mihai Nadin said that civilization advances by expanding the number of operations that people can do without thinking. The same thing is done by the human brain that "quickly passes over" in order to keep its energy to survive after it processes the new information. Noam Chomsky, one of the most respected intellectuals in the world, has been analyzing mass manipulation strategies to identify the techniques used by manipulators. How do we have so much information and we know so little? How do we leave us so easily manipulated? By comprehending all this, he became one of the main activists of the struggle for sociomania's freedom and responsibility. I get some of my ideas out of which I try to make them accessible to everyone. Whoever wants may also retain from the communication some basic principles of mental manipulation, a few sentences about shaking the instrument of manipulation in communism, but also in times of freedom after 1990, or considerations about the actual fake news phenomenon.

Keywords: *manipulation, persuasion, Mihai Nadin.*

5. FAMOUS CASES OF MANIPULATION IN THE CENTURY OF THE GREAT UNION

Lecturer PhD Ioan Alexandru¹

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Abstract

The Century of the Great Union has registered the most records in the history of mankind. The most impressive technological leaps, the greatest military confrontations, the most spectacular political changes, global experiences such as the emergence and disappearance of communism, the "fridge" that kept the war of the two worlds (capitalist and socialist) on the basis of many important wars etc. All these have floated in a planetary imagistic ocean in which the human being has been kept in a perpetual state of confusion. Manipulation, propaganda, misinformation, lie, halves of truth, etc. were the permanence's of this global confrontation. Given that today everything is being questioned, from the flight to the moon, to the climate changes predicted and later denied by the former director of National Geographic, to the effects of the atomic bomb,

including the revolutions, man is held in an imperfect Faraday cage. Who recognizes all these scenarios as being true? Everything is controversial. Is there anyone who accepts, even if it is obvious, that he is lying, that he cheats and manipulate? Let's go through some significant cases together!

Keywords: *Great Union, manipulation, propaganda, misinformation.*

6. REFLECTION OF THE GREAT UNION IN THE PAGES OF „NEW ROMANIA” PUBLICATION (1918)

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Abstract

The Romanian inter-war press in Bessarabia must be evaluated also by its relevance in promoting the unionist ideal. In this respect, it is worth mentioning the activity of the publications: “The Moldavian word”, “The Moldavian soldier”, “The lightman”, “Country advice”, “Moldovan school”, etc., a special place in the context of the weekly union Bessarabian press “Transylvania” / “Romania Noua”. It appears in Chişinău, weekly (October 1, 1917 -21 January 1918), and daily (24 January-20 November 1918). Between January 24 and Nov 20, 1918 it has the title “Romania Noua”, having Onisifor Ghibu as editor in chief. “Romania Noua” was the first newspaper to announce the Union of Bessarabia, just in the afternoon of March 27th. In this context, the present work aims to identify the most relevant journalistic materials published in the magazine above mentioned, which contributed in reflecting the Great Union. We will analyze the special edition of March 27, which opens with a proclamation: *Bessarabia has united with the mother country*, followed by the Resolution of Unification, we will identify the most relevant reports on the consequences of the Great Union, we will follow differences of opinion regarding the firmness of the national discourse and the hesitations of the Bessarabians. We will also look at the reactions to the country's autonomy, the nationalization of education, the work of the Moldovan national party, the recovery of national rights, the freedom of the press, etc. We will analyze the opinions and news about the administration of Bessarabia united with Romania and the political disputes on the Union of Bessarabia.

Keywords: *press, interwar, ideal of union, national cause, „România Nouă”.*

7. POLITICAL JOURNALISM BETWEEN CREATIVE AND CRITICAL THINKING

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Abstract

Over the last four years, the whole of Europe has been under real pressure caused by the hybrid war. Manipulation is not a new process, because in the past it existed as propaganda process, but what surprise in nowadays is its quantitative spread and diversity of action. On the other hand, the development of the concept of social media seems to be one of the main dimensions in the manipulation process, not only because of the many networks and people, but also because of the intellectual laziness of the users. The causes of manipulation are different, but in our opinion it is important to see what is related to human psychology and the psychology of the Romanian people. The Romanian psychologist Daniel David, but not only he, underlined that the solution to the problem is the educational process. In order to educate people it is necessary to understand the causes of manipulation and how they can be eradicated.

Keywords: *Political Journalism, propaganda, manipulation.*

8. A FRAUD CASE OF ROMANIA EXECUTED AFTER THE "TEXTBOOK"

Assoc. Prof. PhD Alexandru Amititeloaie¹

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Abstract

The burdening of the states with debts, which they can not pay, is part of the IMF and World Bank credit policy. This tactics is used in a variety of cases. The same approach was done for Romania, at least with the \$ 20 billions loan, contracted in 2009. The economic situation did not require such a loan in that period, but it has been exercised pressure on those with decision right on the contract, drawing up and false reports for justification.

Keywords: *fraud, manipulation.*

9. MANAGEMENT OF SOCIAL INFLUENCE COMMUNICATION

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Abstract

The global media landscape offers unlimited opportunities to handle the communication means for the purpose of social influence. Consumption of information has become a necessity, and so-called informational aggression has become a component of the daily, which transforms large audiences into targets. Influencing communication is developed predominantly in a virtual space with implications in the real plane. Countless actors have an interest in influencing individuals, making them change their attitudes or behaviors. Whether acting in the field of politics, advertising, or military, the "influencers" must take into account the nature of the sources that occur and the attitudes whose change is being pursued and the specific context in which they are found. The purpose of this paper is to demonstrate that in the segment of social influence there is a potentially untapped due to the absence, both formal and practical, of an efficient public communication management system.

Keywords: *global media, social influence.*

10. THE RELATIONSHIP BETWEEN LIBRETTO AND MUSIC, STORY AND CHARACTER - BASIC ELEMENTS OF THE DRAMATIC STRUCTURE AS A LANDMARK AND EDUCATIONAL DIALOGUE. THE MIMI CHARACTER IN BOEMA'S OPERA BY GIACOMO PUCCINI

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Abstract

The most representative of Puccini's works - "La Bohème" portrays the young bohemians of the Latin District of Paris in the 1840s, with an emphasis on the relationship between Rodolfo and Mimì. The opera is inspired by the novel "Scènes de la vie de bohème" written by the French writer Henri Murger and is based on the libretto by Luigi Illica and Giuseppe Giacosa. In the four acts, much of the details of the novel and of the play are taken over. Through the tragic story of love of Rodolfo and Mimi, the composer surprised, besides the passion and the trepidation of two young people, the romanticism of the beautiful epoch (Belle Époque) of France. The young characters and their story are the defining elements of Puccini's work, which fascinated the audience over time. In this study we will try to establish the connection between story, character and music - means of induction and artistic education in a perpetual change, controversy and innovation.

Keywords: *Giacomo Puccini, libretto.*

11. MUSIC - THE MOST APPROPRIATE FORM OF MASS MANIPULATION

Assoc. Prof. PhD Cristina Simionescu¹

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Abstract

Is classical music an exact science that has the power to recreate characters, feelings, symmetries, asymmetries, harmonies, correspondences, controversies? Music ... This general term may signify for some people classical music, for others light music or popular music, jazz music or pop music. For most people, classical music is very difficult to understand, it is too deep and may require too much concentration, while for another part of the masses, pop music, for example, represents real moments of relaxation, fun and amusement.

Keywords: *classical music, mass manipulation.*

12. ARTIFICIAL INTELLIGENCE IN THE ERA OF GLOBALIZATION: THE HUMAN CHOICE (“TO BE OR NOT TO BE”)

Prof. PhD Ceslav Ciobanu¹

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Abstract

The impact of the Artificial Intelligence (AI) on human life, society and future of its economy becomes one of the most debated topics. The AI- “advanced machine learning”, is based on huge volumes of data necessary for learning systems to train themselves, and frequent feedback for self-adjusting in changing circumstances. The AI increases automation in production of goods and services, it is boosting total factor productivity (TFP) as a measure of technological progress. The AI impacts economic growth on micro and macro levels - economy as a whole with reflections in the aggregate output, in aggregate labor displacement and aggregate productivity effects. Along with positive impact there are limitations and negative effects of the AI: altering market competition; modeling human decision-making; threats to individual freedom and choice etc. Are the ideas behind the AI a “gate” for better future, or an existential threat for humanity: “to be or not to be?”

Keywords: *Artificial intelligence, globalization.*

13. STRATEGIES AND TACTICS OF MASS MANIPULATION IN THE ELECTORAL CAMPAIGN

Assoc. Prof. PhD Alexandru Amititeloaie¹

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Abstract

The aim of any candidate is to convince the voters that their program is the best and that it has the potential to fulfill what he proposed. For this, he will develop a certain campaign strategy as well as a tactic tailored to the heterogeneous structure of the electorate. The political fight for winning the election, given the more or less attractive stake of the mandate, sometimes gets particularly tough accents. Therefore, the simple and sincere communication between the candidate and voters, sufficient to select the most suitable person to be entrusted with the mandate, is replaced by a campaign strategy, which is nothing more than a manipulation strategy. The qualities of the candidate are overwhelming, and the promises, though unreal, are so presented that they are accepted by the electorate. The fundings, sometimes very large, have no justification other than supporting scenarios of manipulation.

Keywords: *electoral campaign, mass manipulation.*

14. MANIPULATION: COMMUNICATION TECHNIQUE, PROPAGANDA OR MISINFORMATION?

Assoc. Prof. PhD Mihail Guzun¹

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Abstract

My presentation will start from two statements: First: Bertolt Brecht: "If you think that this is utopia, please meditate on why it is utopia." And second: Hans Magnus Enzensberger, German writer: "There is no writing, filming or unmanipulating distribution. That's why the issue is not whether the media manipulates or not, but rather who manipulates the media". And for what purpose, we would like to add. Mass media in the Republic of Moldova (and beyond) provide us in the recent years a rich empirical material in order to use a more scientific language to approach the phenomenon of manipulation and its impact on the audience.

Keywords: *manipulation, propaganda, misinformation.*

15. THE DILEMMA OF MOLDOVAN MEDIA: PROPAGANDA VERSUS FREEDOM OF EXPRESSION

Assoc. Prof. PhD Aurelian Lavric¹

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Abstract

A concern of Moldovan media is the concentration of property on mass information sources in the hands of some economic-political groups. With a clear interest in promoting the image, they have transformed the media they have into propaganda and manipulation tools in order to take over or maintain the political power. This severely affects national security, media pluralism, journalists' freedom of expression, the journalists being paid not for the reflection and distribution of truth but for manipulation by producing and spreading false news that promote the image or the rating of those who pay them. This phenomenon leads to the degradation of Moldovan media, which is incompatible with the EU standards. Moldovan journalists are faced to a dilemma: to become propagandists and manipulators - well paid by political actors - or to remain faithful to the profession, to the audience and truth. It is necessary to identify the means to ensure the resilience of the media to the processes of corruption and the continuous degradation of Moldovan journalism.

Keywords: *Moldovan media, propaganda, freedom of expression.*

16. WEAPONS OF MASS DISTORTION: THE PERILS OF STAYING INFORMED

Lecturer PhD Alexandra Gheorghiu¹

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Abstract

Online information is fast becoming a mainstream source of knowledge for billions around the world. At a time when news consumption is increasingly digital, misinformation spreading and the manipulation of public opinion by malicious actors over social media platforms has emerged as a critical threat to public life. While disinformation has a long history, it has found a new natural habitat in the digital age, as its reach, scale, sophistication and effectiveness have climbed to unprecedented levels due in large part to the ubiquity and viral speed of social media, insufficient technical solutions to timely detect and hinder improper use and a lack of effective policies against misbehavior. Although a large body of literature has been devoted to the usage

of social media, it was only recently that the world started realizing the true harmful effects that the misuse and abuse of these platforms can cause to our society. In the following, we will illustrate the dynamics of disinformation contagion on social networks, mainly how false narratives are engineered and adopted online and the longlasting impact this phenomena can have on the offline world.

Keywords: *mass distortion, online information, information.*

17. STEREOTYPES AND PREJUDICES - BARRIERS IN THE INTERCULTURAL COMMUNICATION OF YOUNG PEOPLE

Assoc. Prof. PhD Stela Spînu^{1,2}

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2, „Dimitrie Cantemir” State University, Chișinău, Republic of Moldova

Abstract

In the context of promoting diversity and social cohesion at a political, economic and socio-cultural level, intercultural communication offers the opportunity to the people within different cultural backgrounds to share their myths and symbols, values and identities, lifestyle and good manners. However, barriers to intercultural communication can become stereotypes and prejudices. In order to obtain a truthful information regarding how young people perceive stereotypes and prejudices in the intercultural communication process, we conducted a survey in which have attended young people of 20-22 year-old, representatives of the Bessarabian Romanian groups, the Indians (the country of origin - India) and the Arabs (the country of origin - Israel), who perform their studies at the “Nicolae Testemitanu” State University of Medicine and Pharmacy and “Dimitrie Cantemir” State University. The results of the survey have shown that stereotypes and prejudices for respondents do not reflect the reality, being a form of generalized information, maintained over time, yet overcome, they do not affect the interpersonal relationships of young people for whom the individuality of human personality is more important.

Keywords: *stereotypes, intercultural communication, prejudices.*

18. EMOTIONAL MANIPULATION: CONCEPTS, TECHNIQUES AND CONSEQUENCES

Assoc. PhD Tatiana Verdes¹

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Abstract

Emotional manipulation can be defined as exercising influence by deforming thoughts and emotionally exploiting, with the intention of altering or completely changing the perspectives or decisions of a person with benefits. It has already been demonstrated that manipulation can take different forms, and literature suggests various techniques that can easily be used and anchored in everyday life. The presentation aims to systematize concepts that are focused on emotional manipulation, updating the most used manipulation techniques and evaluating its consequences, followed by some operational findings and recommendations. Insistent questions to determine the pattern of thinking and behavior; intellectual undermining by imposing some information, unknown statistics, for feeling inferior, high tones, authoritarian posts, and so on, are just a few of the analyzed techniques that increase the impact of manipulations and become instruments and weapons for manipulation of the society. Their knowledge only benefits and prevents possible manipulation.

Keywords: *stereotypes, intercultural communication, prejudices.*

19. INFORMATIONAL WARFARE: FOR WHOM THE BELL TOLLS?

Assoc. Prof. PhD Dumitru Țurcanu¹

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Abstract

The information warfare, like the armed confrontation, is based on the friend - enemy dichotomic ratio. This delimitation covers both the geopolitical and the internal space. The politics, whether external or internal, of the states based on immediate or strategic interests, is carried out in the field of this dichotomy, when "we", "ours," friends are "good", and "they," the enemies are "bad". Contrary to armed confrontations with a long history, where it exists some international norms, the informational war, with a relatively modest biography, applies a wide variety of forms and methods, focusing the mass-media activity on lies, misinformation and manipulation. In the case of the Republic of Moldova, almost three decades after the proclamation of independence, the line of confrontation in the informational war is the East-West option in the political, economic and socio-cultural aspect. In the lack of a state ideology supported by the whole population and as a result of the intensification of the informational warfare campaigns both inside and outside, the Moldovan society faces the danger of an irreparable separation, seriously affecting the interests of each "belligerent" party and to every citizen.

Keywords: *Media, survey, audience, trust, informational space*

20. MASS MEDIA DECREDIBILITY: IRREVERSIBLE PROCESS? OR IS IT JUST AN ARTICLE?

Assoc. Prof. PhD Dumitru Țurcanu¹

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Abstract

Due to endogenous and exogenous factors in the Republic of Moldova's media, are developed phenomena that destroy the audience's confidence in journalism, print media, audiovisual and online media. This phenomenon appears in other states, confirmed by the survey data conducted in recent years. Researchers are studying this trend of discrediting the media, either by the "amateur invasion" or by the more plenary assertion of alternative / popular journalism, or in the "yellowing" and entertainment process, the lack of respect of the journalists to the audience or the degrading level of professionalism of their representatives. In communication, we try to approach several points of view that, in one way or another, would direct these affirmations towards a better result in order to say that the process of discrediting the media can become reversible.

Keywords: *media concentration, citizen journalism, tabloidization, professionalism, responsibility, society.*

21. MANIPULATING THE KNOWLEDGE OF THE HISTORICAL PAST IN THE POST-TRUTH ERA. THE CASE OF THE ROMANIAN REVOLUTION OF DECEMBER 1989

Prof. PhD Constantin Hlihor¹

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Abstract

Post-truth consists in stating historical facts in objectivity and through emotional discourses, they acquire ordinary features or even in public perception turns into their opposite. The

post-truth phenomenon has been particularly manifested on the political scene, but it is not just a practice that develops in the political sphere. An attempt to distort the historical truth has recently been noticed in Romania within the events of December 1989. Officially, at institutional level in December 1989 was developed a political and social revolution, but in the perception of public opinion for many people it was produced a coup d'état. This study attempts to answer a series of questions regarding the relationship between the historical and legal truth and the influence of politics in judging the events of December 1989.

Keywords: *post-truth era, Romanian Revolution, December 1989.*

22. INFORMATIONAL WAR: STRATEGIES, TACTICS AND JOURNALISTIC ACTIONS

Prof. PhD Georgeta Stepanov¹

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Abstract

In the media, the informational war calls for the development and implementation of a number of media strategies based on special journalistic actions. Media strategies, for example, influence and even determine the subsequent course of journalists' actions, techniques and tactics that they will apply in reflecting reality. The purposes of the media institutions influence the decisions on the intensity and frequency of using certain strategies and tactics, thus designing the media images of reality, which in turn form the knowledge and perceptions of the public in relation to the reflected subject. The media strategies applied in the informational war are deformed concepts, which provide a misguided and irresponsible media and which are usually based on the private interest of the media institutions (economic, political, and financial). Results of the type of strategy applied, the effects of media products that accompany the informational war are varied, and are usually negative and destructive.

Keywords: *Informational war, Media strategies, journalism.*

23. OVER-INFORMATION OR INFOBESITY PHENOMENON IN MEDIA

Assoc. Prof. PhD Victoria Bulicanu¹

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Abstract

Dysfunctionalities in media activity that have appeared in such a large number in recent years, including fake news, junk food journalism, manipulation, informational warfare, etc., media slips, such as under-information and over-information, can still be considered moderate in terms of deficiencies. In this multitude of deviations in the deontological rules from the press activity widely acknowledged by Moldovan journalists and also by others from other countries, the aim of correct information as one of the basic functions in the press activity is still remaining an increasingly difficult task to achieve. These malfunctions are increasingly pronounced, relying on the enormous possibilities that the press offers to those who want to transmit messages to the receiving audience and gain personal image or group benefits. Understanding the influence of the mass media allows the emergence of increasingly sophisticated mechanisms of action on the mass consciousness and the achievement of results that will trigger or disagree with these actions of influence.

Keywords: *infobesity, media, manipulation.*

24. MANIPULATION USED IN THE BROADCASTING FROM REPUBLIC OF MOLDOVA

Assoc. Prof. PhD Boris Parfentieov¹

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Abstract

What is today's television in Republic of Moldova? An amalgam of entertainment shows and news bulletins, that presents us with great detail rapes and accidents in the country and abroad. In addition, there are also presented poor quality shows, such as political talk shows. We live in a market economy period and on television is transmitted the media product that brings a higher rating. The intellectual world does not watch television anymore, because it is manipulated by those who lead us and is used against society. In nowadays, television in Republic of Moldova has become one of the most effective manipulation methods of people and also of concealing the truth. The problem is that what we see on TV are the programs / shows / news provided by TV channels that are owned by politically employed individuals - thus serving the interests of corrupt politicians. Manipulation by television is intensifying especially during electoral campaigns. Recently, Republic of Moldova has gone through the election campaign torment of the parliamentary elections.

Keywords: *manipulation, broadcasting, television.*

25. REPUBLIC OF MOLDOVA'S EUROPEAN VECTOR IN THE VISION OF THE MOLDOVA TV STATION

Assoc. Prof. PhD Mihai Lescu¹

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Abstract

Even after almost three decades of independence and sovereignty, for the Republic of Moldova, the signatory to the Association Agreement with the EU, European integration remains a controversial subject. The manner in which the mass media reflected the European integration aspirations of our country was largely influenced / determined by the practical actions taken by the political class in the government. The political parties, especially concerned with maintaining them on the top of the power pyramid, regardless of their political color, under the regional geopolitical pressure imposed by the foreign interests of Romania, Ukraine and the Russian Federation have led over the years a varied and inconsistent policy, which makes our country now oscillate between the West and the East. These impediments, which were reported in appropriate situations by the media, have not always been taken into account by the political class from Chisinau, which has led to the fact that the "success story" regarding the fulfillment of the integration commitments in recent years, to make our country a European policy failed. This is even the case when the media from Republic of Moldova, especially the Moldova 1 television station, annually presents / debates the issue of European integration and Moldova's approaching with the European community, especially in the Vector European Videostore, subject to comparative study and reflection on the subject in the given article.

Keywords: *Moldova 1 TV, European integration, television, media.*

26. MECHANISMS OF MANIPULATION IN NEW TELEVISION FORMATS

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Abstract

Undoubtedly, every audiovisual type or, more recently, television format has some manipulation potentials, depending on the purpose or goals pursued by TV producers. Our analysis

will focus on three types of formats: talk show, reality show and the so-called docudrama that represents an audiovisual narration based on real facts (events, people, phenomena) in which are used documentary materials (photos, video sequences, cinematographic images) in combination with reconstructions scenario played by actors. The examples will be presented from the audiovisual areas of the Republic of Moldova and Romania, but also from the Russian television, probably a "champion" media space - in the field of "historical reconstructions" between the former socialist countries. However, in some of these documents, the authors of the audiovisual narrations speculate, through subtle manipulations, points of view favorable to the current political regime.

Keywords: *audiovisual, manipulation, media.*

27. MANIPULATION - A SOCIAL PHENOMENON

Assoc. Prof. PhD Ion Sîrbu¹

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Abstract

Manipulation is a phenomenon that manifests itself in politics, the media, military art, education, medicine and art, philosophy, religion, theology, and in all human relationships. Manipulation in general is negative, but it is also positive in some aspects. Having roots in the behavior of animals, manipulation is still a human phenomenon, a social phenomenon.

Keywords: *manipulation, social phenomenon, human phenomenon, manipulation in politics, military manipulation, manipulation in medicine, theological-religious manipulation, philosophical manipulation.*

28. PREVENTING AND COMBATING CORRUPTION AND ECONOMIC FRAUD IN REPUBLIC OF MOLDOVA PRESS

Lecturer PhD Mariana Toacă¹

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Abstract

Corruption and economic fraud are phenomena that have grown in recent years in transition countries, and Republic of Moldova has not made an exception. Of particular importance in this context is the objective and equidistant reflection of the issues in question through sources of public information. These phenomena negatively affect the development of society. The citizens from a state can only act correctly at certain critical times if they are properly informed and timely. In this study we analyzed what kind of information is transmitted to consumers, how real are the statistical data, what measures are to counteract the phenomenon and what are the achievements of the actions undertaken by the state over the last years. This analysis allowed us to outline an overview on the current dimension of the economic problems from Republic of Moldova. Thus, we conclude that the subjects approached by the national newspapers, although diverse: social, cultural, political, and economic, entertainment, etc., focuses primarily on the political and not the economic field, while, the latter, in particular, highlights and addresses the real problems faced by the state.

Keywords: *corruption, economic fraud, Republic of Moldova Press.*

29. RELIABLE INFORMATION THROUGH THE RADIO MESSAGE

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Abstract

In nowadays, people receive information of everything that is happening in the whole world in an ever-increasing volume and in an increasingly accelerated rhythm. In such conditions, the question

arises: How secure, comprehensible, complete and true are the information received through media channels? The emergence of more information media has solved the problem of informational vacuum that it was characteristic to the East European space, but came together with another problem: tentative information, misinforming and manipulating the masses through the media. For these reasons, in developing societies, it is important to educate the citizens regarding the need for reliable information. Although it is perceived more as a mean of entertainment, the radio retains and in some cases strengthens its informative dimension. Being disadvantaged due to lack of image, the radio message must compensate for the variety of information, the broadcast's operability, the accessibility, the simplicity of the message, and the vocal qualities of the presenter: the rhythm of the presentation, the logical accents and pauses, the tone and the emotional charge of the voice. In order to have reliable information, radio journalists need to know the receiver's profile better, the processes of decoding radio messages from radio listeners, as well as the mechanisms that facilitate understanding of the message.

Keywords: *radio message, media, manipulation.*

30. REPUBLIC OF MOLDOVA AND ROMANIA IN THE CONTEXT OF GLOBAL STRATIFICATION: A COMPARATIVE STUDY

Assoc. Prof. PhD Tatiana Spătaru¹

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Abstract

The interdependence of the modern world, the complexity of the connections between people, nations and economies determine the application of extensive methodologies capable of capturing the global expansion and local particularities. Globally, different indices and indicators are compared, focusing on various aspects of development. International comparative estimations have become a research tool and public debates on reforms undertaken in different areas. Comparative cross-sectional studies provide evidence of how one society evolves. Country dynamics explains why some companies are evolving much faster than others. Provides also the answer why some strategies and policies have a surprisingly rapid effect in some societies and in others favors underdevelopment. The position of Romania and the Republic of Moldova in the global hierarchy is pursued, referring to the most relevant comparative analysis reports, but and to national sociological research.

Keywords: *global stratification, media, manipulation.*

31. COMPARATIVE MORPHOLOGICAL IN MINIATURIZATION AND ENLARGEMENT BETWEEN ENGLISH, KURDISH, ARABIC

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Abstract

Literary means are among the most linguistic techniques which work to develop and enrich the vocabulary of languages. Some languages are flexible and rich in these morphological techniques, while other languages lack this feature they tend to installation vocabulary or a reduction of phrases, or to borrow language. The languages concerned the formal phenomena of languages in grammar and morphology, such as the subject, object, adjective, the number, intransitive verb, transitive verb, and gender of masculine, femininity and neutral. And did not show enough attention to phenomena moral and functional dimensions, such as miniaturization and enlargement in languages. In this paper we will examine the rules used by languages to express this phenomenon, through a comparative approach between some languages as English, Kurdish, Arabic and others, to recognize the energies of these languages, to take advantage of in

organizing the facilitation of communication between these languages, and development to preserve the specificity of each language.

Keywords: *Kurdish and Arabic language.*

32. REFUGEE CAMPS CONDITIONS FROM THE FINANCIAL PERSPECTIVE

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Abstract

The Syrian civil war that started with the demonstrations in 2011 and then spread to the country has been going on for almost seven years. As a result of this civil war, one of the worst crises of the world has been experienced, and millions of people have had to migrate in and out of the country. Today, the number of Syrians refugees in Turkey, 3.3 million according to official figures, while according to some news sources it has reached to 5 million. 227,332 of the 3 million Syrian are in 21 camps in 10 provinces. Two of these camps are located in the Suruç districts of Şanlıurfa and Midyat district of Mardin. In this study, it will be examined how the refugees living in these two camps influence the economic location and the economic situation of the Syrian refugees living in these camps.

Keywords: *Syrian civil war, refugees, economic.*

33. THE DEVELOPMENT OF COOPERATION BETWEEN REPUBLIC OF MOLDOVA AND INTERNATIONAL SECURITY ORGANIZATIONS

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Abstract

In order to strengthen its security, due to the aggravation of the geopolitical situation in the region and the transformation of its territory into an area of convergence of geostrategic interests, Republic of Moldova establishes its international relations on the basis of bilateral, regional and multilateral cooperation, manifesting itself by intensifying the political relations, security and commercial-economic within international organizations. The adherence and participation of the Republic of Moldova in various international structures contribute, on the one hand, to the development of its security system and, on the other hand, it is a possibility to develop the international cooperation opportunities offered by these organizations. The Republic of Moldova is a member of several regional, european and international organizations (processes, associations, structures) of which an important place is occupied by the specialized organizations on different dimensions of security such as UN, OSCE, INTERPOL, EUROPOL, SECI Center, EGMONT Group, Crime Control Bureau (CIS), Counterterrorism Center (CIS) and others. At international and national level there is a requirement in the need for an objective and comprehensive approach to the emergence and development of international organizations in the interference of the international relations, international organizations and security studies. The development research of Republic of Moldova's collaboration with international security organizations stems from the changes that have occurred in the current dynamic system of international relations and in the international organizations themselves, claiming to become a provider of security strategies at global, regional and national level, promoting policies based on the principles of modern intelligence: knowledge, prevention, cooperation. For this reason, it is important to study the cooperation of national structures with international organizations in the field of security.

Keywords: *international security organizations, political relations, geostrategic interests.*

34. HIGHLIGHTING ROMANIA'S IMAGE IN THE RUSSIAN PRESS. THE POST-TRUTH AGE.

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Abstract

The role of the media factor in promoting a country's image is extremely important. The 21st century media is a weapon, but also a powerful tool to change, destroy, improve or worsen certain realities. In the communication process it is analyzed how the Russian press expose the image of Romania. In the centenary year, Romania appears in the written media in an interesting and contradictory way. The objectives of the investigation suppose the quantitative and qualitative analysis of the materials referring to Romania, which appeared in the liberal and governmental press in Russia. The phenomenon of country image is like a labyrinth consisting of a multitude of notions whose place in the same area is difficult to establish with accuracy. The essential narratives on Romania are different depending on the political affiliation of the press. In the given material it is mentioned that the image of the country is functioning for the moment, to the detriment of Romania, which is a consequence of the historical and geopolitical conjuncture in which it is located. The second conclusion is that the image is strongly generalized and places itself in heteroimages equipped with irrational and emotional faculties.

Keywords: *Russian press, post-truth age, media.*

35. MANIPULATION BY PROGRAMMING

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Abstract

Many methods of manipulation are known in the media, and especially those used by television. Among the most popular in the audiovisual environment can be mentioned the passage of information or partial information, changing the accents in the presentation of the information, etc. These methods themselves do not seem to be manipulative, but presented in some context they have unexpected effects. A way that seems to be away from any manipulation can be found in programming - the pre-programmed organization of the program schedule. In Soviet television, for the first time, this way of manipulation was manifested during the August 1991 putsch, when all broadcasts were removed from the broadcasting schedule of the First Union Program, replacing them with the ballet Swan Lake of P.I. Tchaikovsky. After this case, any appearance on the small screen of this ballet was associated with political changes or disruptions in society. This mode of manipulation was taken over by the Moldovan television, later, when the mass demonstrations against the Government began in the independent republic. To exclude any treatment of these mass disorders, the TV screen was loaded with entertainment programs: music concerts and popular dances trying to maintain a good mood.

Keywords: *manipulation, programming, media.*

36. PHOTOS THAT CHANGED THE PRESS: AWARD-WINNING PORTRAITS OF SUFFERING

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Abstract

At the borderline between art, photographic techniques and journalistic communication, photoreports can capture different aspects of social issues such as poverty, war, social conflicts,

death and suffering with maximum emotional impact on the public. In particular, portrait-centered reportage can raise public awareness of human suffering due to social problems. Published in the press and award-winning, a series of these famous photos have generated social change.

Keywords: *manipulation, photoreports, journalism.*

37. CURRENT ASPECTS OF THE POLITICAL DISCOURSE BETWEEN PERSUASION AND MANIPULATION

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Abstract

The paper is focused on the political discourse, presented as an area of interference, which involves an interdisciplinary approach and is centered on Christian Le Bart's conception; in his opinion, the speech is not transparent, and according to Teun A. Van Dijk, the context of political discourse has a very important role because it can influence the context which in turn can influence the discourse, this being a form of domination, so of manipulation. Also, the present study also connects the notion of political discourse with two of its most important functions, persuasion and manipulation, and follows the ways in which they become the constituent parts of the political discourse, starting from the idea that any power is pursuing a form of dominance through discourse, which implies a “consensus engineering” in which manipulation has a decisive role.

Keywords: *persuasion, manipulation, political discourse.*